



STATE FAIR TOUR 1994

- Marlboro Music will provide top name entertainment, for a one night concert at the State Fair.
- Concert Location (Two Options):
 - First Option:*
 - Secure a free standing concert site location. Benefits are Marlboro Music provides staging, lights, sound, power and labor at Marlboro Music's expense.
 - Alternative Option:*
 - Integrate Marlboro Music staging requirements to existing State Fair concert venue. Expenses paid by FAIR.
- Glenn Smith Presents, Inc., on behalf of Marlboro Music, will book talent directly in order to control booking, fee and payment schedule. No other talent buyer will be utilized.
- See Factor Industry, Inc., on behalf of Marlboro Music, will control stage design and provide production and stage management, supervision and support to the FAIR concert operating crew.
- Marlboro Music will provide the services of Network Ink, a public relations agency, to publicize the Marlboro concert.
- Marlboro will have the right to use the Marlboro Music logo and the title "Marlboro Music State Fair Tour" in connection with the concert. The FAIR will also utilize the official title, "Marlboro Music State Fair Tour", when referring to the tour, concert date and "Marlboro Music Featuring (Artist Name)". Such use will not constitute an endorsement by Marlboro or the FAIR.
- The concert admission price will be mutually agreed upon by FAIR and Marlboro Music.

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- A discount ticket offer will be considered by markets for implementation of a Marlboro pack sale promotion.
- Marlboro Music will provide local print advertising featuring the Marlboro Music logo and the FAIR logo for additional media support. Artwork will be provided solely by Marlboro Music.
- The FAIR will provide one full page advertisement in the "official State Fair Program" at no charge to Marlboro. Marlboro Music will provide the copy and artwork.
- FAIR is responsible for all music licensing fees, (ASCAP, BMI, etc.).
- FAIR will provide secured parking for all buses, trucks, and rental cars associated with the show.
- Specific venue house security will be the responsibility and under direction of the FAIR. Backstage security will be provided by the FAIR, but under the direction of Glenn Smith Presents, Inc. Security staffing requirements will be provided by Glenn Smith Presents, Inc. for backstage security.
- FAIR will provide Marlboro with a mutually agreed upon amount of complimentary tickets and a VIP seating area to concert for use of Marlboro Music and their guests.
- 150 comp tickets to Glenn Smith Presents, Inc. for Artist requirements.
- Marlboro will be the exclusive tobacco sponsor and have the right to conduct incentive distribution to smokers twenty-one years of age or older from a mutually agreed number of on-site vendor locations throughout the total FAIR date period.
- The right to conduct an on-site retail promotion from a red and white 10' x 22' booth to be provided by Marlboro.

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- The right to hang banners and signage on and around each promotional tent and at other locations at the site which will be mutually agreed upon by both parties.
- FAIR will provide on-site storage space, vendor passes, vendor parking and admission passes.
- FAIR will provide ample space for an on-site hospitality area for day of concert only, if so desired by Marlboro.

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